09349590.070899

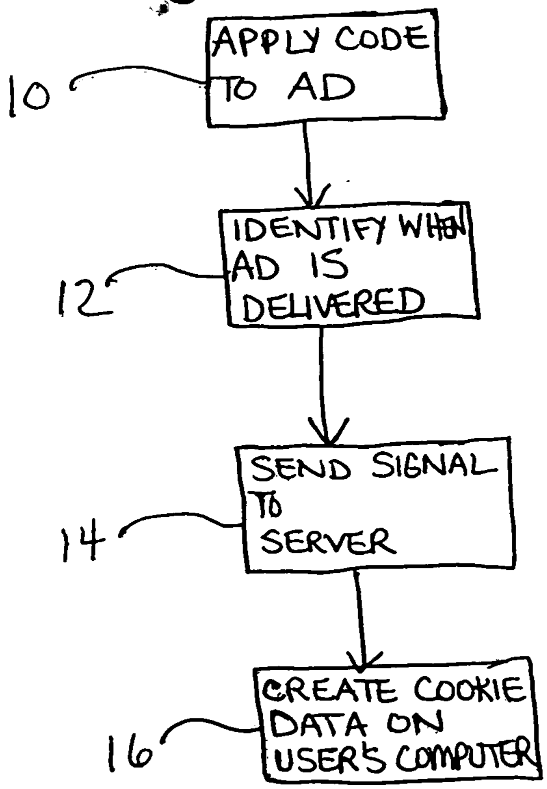
APPLY CODE TO AD
10
IDENTIFY WHEN AD IS DELIVERED
12
SEND SIGNAL TO SERVER
14
CREATE COOKIE DATA ON USER'S COMPUTER
16

FIGURE 1

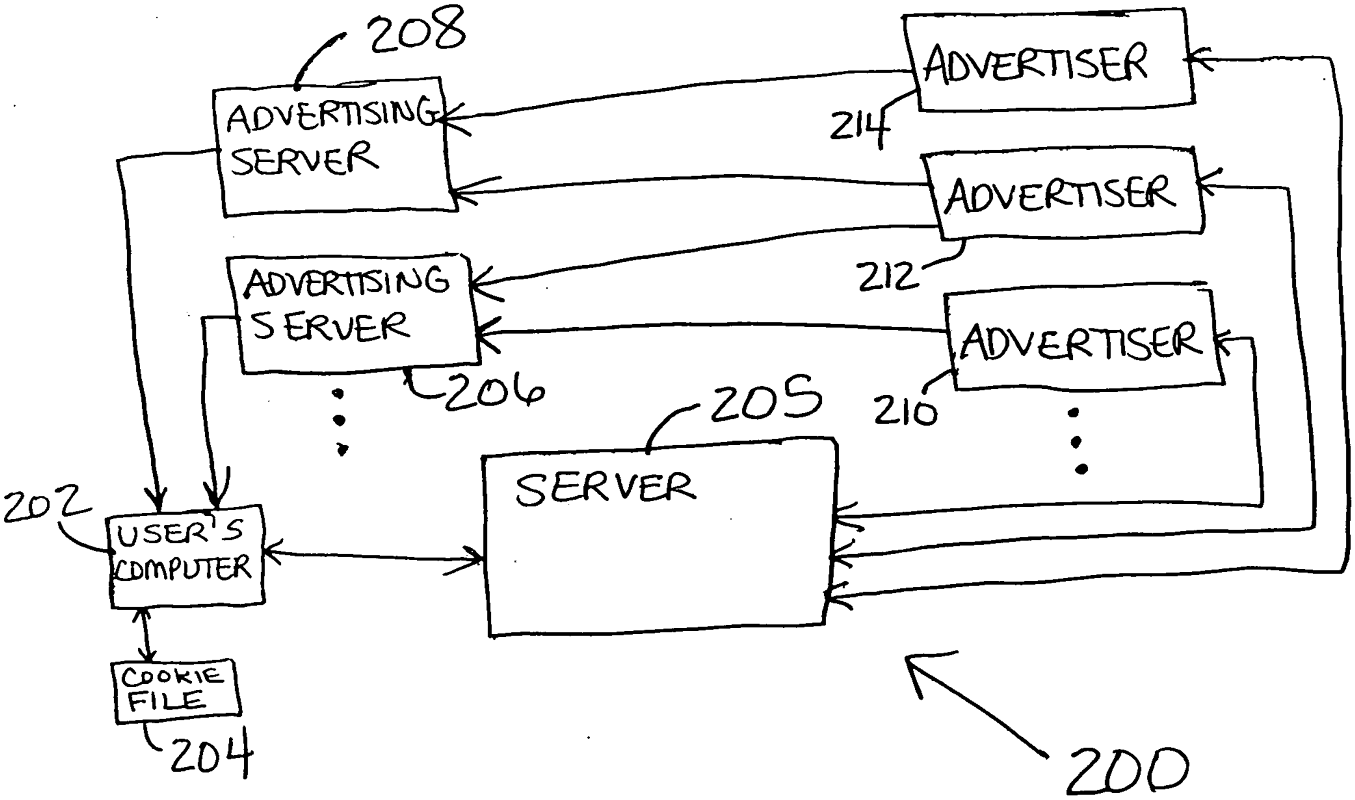

FIGURE 3

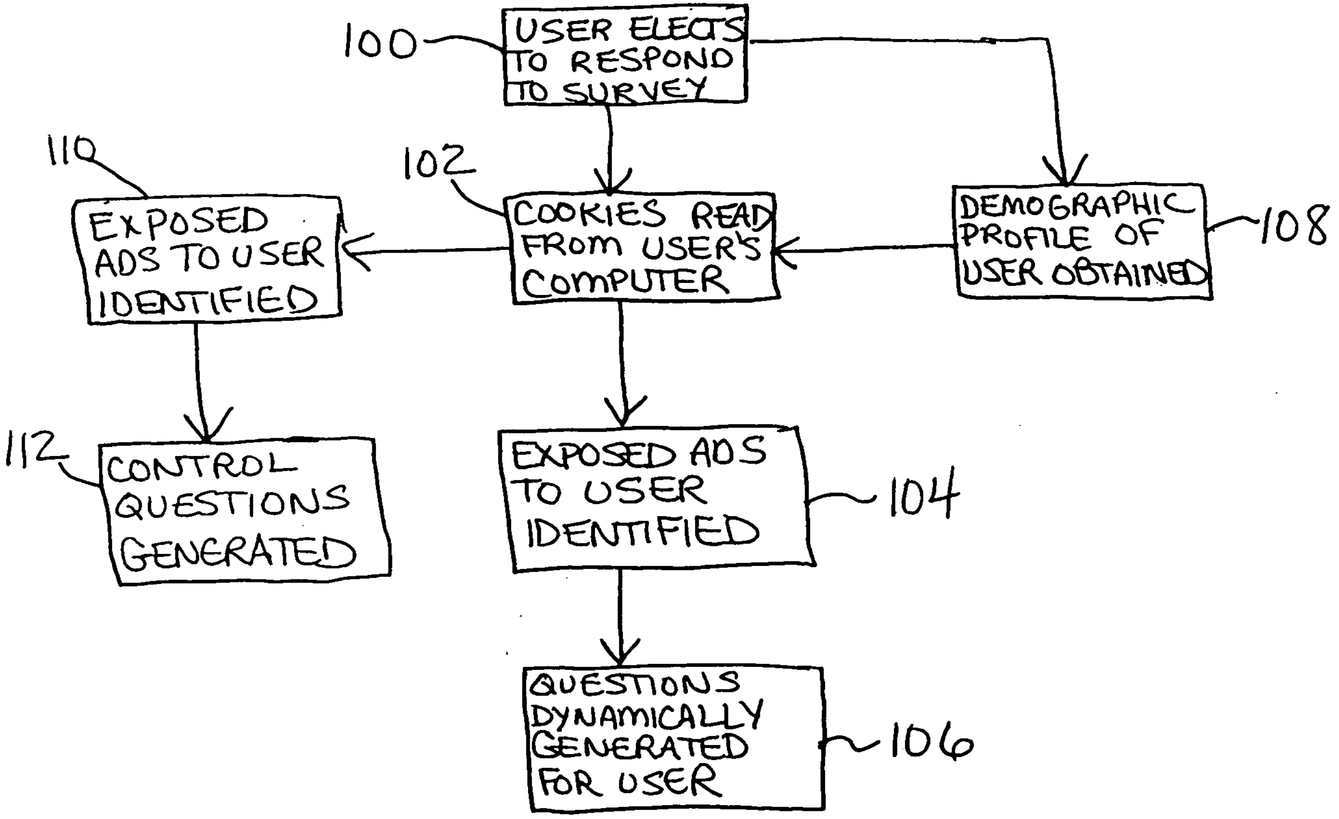
100
USER ELECTS TO RESPOND TO SURVEY
110
102
EXPOSED ADS TO USER IDENTIFIED
COOKIES READ FROM USER'S COMPUTER
DEMOGRAPHIC PROFILE OF USER OBTAINED
108
112
CONTROL QUESTIONS GENERATED
EXPOSED ADS TO USER IDENTIFIED
104
QUESTIONS DYNAMICALLY GENERATED FOR USER
106

FIGURE 2

09346950.070899